



“What’s in a name?”

Everything, If You're in the



Don't Confuse Us with Anyone Else. The Name is Microtech International.

In 1985, Microtech International introduced the first 800K floppy drive for the Macintosh®. Since then, we've sold over \$100,000,000 of Macintosh mass storage and memory products worldwide, while continuing to offer the latest in proven technology with the ultimate in quality and customer support.

MacUser Labs **★★★★** rated Hard Drives

Whether money is no object or every penny counts, Microtech makes the right hard drive for every need and budget.

Our *new Europa*™ Series, built for economy without sacrificing quality, features capacities from 20 to 100MB.

Powerful and sleek, our *new Athena*™ 50 and 100MB drives are among the most compact on the market.

The award-winning *Nova*™ Series includes MacUser Labs **★★★★** rated 40 and 80MB drives ("Best of 101 Hard Drives," Feb. 1990) and has been expanded to include *new*, higher performance models with capacities up to 1.2 Gigabytes.

Both the Nova Series and the new Athena drives are warranted for a full five years.*

Why the Most Experienced Customers Love Microtech International

It's a fact. The more you know about mass storage and memory, the more likely you are to buy from Microtech. In fact, 85% of the Fortune 500® companies use our products.

Experienced users, like Jack Vees, Operations Director of Yale University's Center for Studies in Music Technology, give our equipment top ratings for quality, reliability and performance. "Microtech has very reliable products and outstanding customer

Market for Mass Storage.



support. It's an uncommon pleasure to deal with a company like Microtech International."

Users also appreciate the fact that nearly all our drives come with free Norton Utilities® and Total Recall™ software and that Microtech's service includes MicroLink™, our free 24-hour bulletin board. Additionally, Microtech users benefit from our toll free support, backed by a well-trained and easily accessible staff. In the unlikely event there's a problem we can't solve over the phone, we'll fix your product and ship it back to you within 48 hours.

Microtech's exclusive Step-Up™ Expansion program allows you to keep up with advances in technology through trade-in rebates or discounts on your upgrade purchases.

Removable Drives — Reliable Choices

Unlike other companies, Microtech offers you a choice of top rated removables, from

the new, economical Europa 45R to the "nearly indestructible" Microtech R50.

Both models offer the advantages of transportability, unlimited storage and come with a free cartridge.

Optical / CD-ROM Drives

Beyond magnetic storage, optical technology provides the benefits of prolonged data integrity in a compact, high capacity medium. Ideal for applications such as DTP, CAD/CAM, and multimedia production, the Microtech OR650 rewritable optical drive offers a "leading combination of price and performance" (*Macworld*, March 1990).

With the fastest access time available in CD-ROM technology, the new CD600 is the right choice for electronic reference resources, developer tools, system software, multimedia and countless other applications.

What's in a name? More than you thought.

A Passion for Quality



A lot of companies pay lip service to quality, but Microtech delivers it in every product we sell. We never buy cheap parts because, in the long run, they're too expensive. And with a staff of over 25 employees assigned exclusively to quality control and customer support, it should come as no surprise that Microtech boasts the industry's longest warranties and lowest failure rates.

Tape Backup — "Standouts" (Macworld, Dec. 1989)

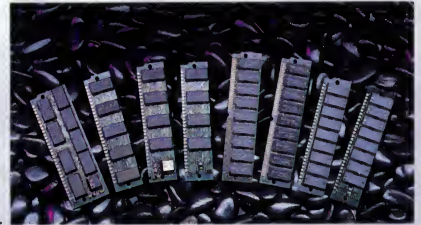
While everyone knows the importance of backup, most backup systems are just too difficult and time consuming. Microtech systems are easy to use and provide for fast protection of your valuable data.

Our T150 Tape Backup System was identified as a "standout" by *Macworld* magazine. And for larger capacity needs, Microtech now offers the new T1200 Digital Audio Tape unit with 1200MB of storage.

Both the T150 and T1200 come with Total Recall software, that handles a wide range of backup functions, even backing up an entire network, automatically and unattended.

Memory — *Macworld* Best Seller List

Microtech is one of the world's leading suppliers of memory. In fact, we ship more memory, in more configurations, than our three nearest competitors combined.



In today's volatile memory marketplace, whether you're looking for 2MB for a Plus® or 32MB for your IIfx®, you can count on Microtech memory products to be competitively priced, immediately available and warranted for a full five years*.

Quality and Support Worldwide

Whether you purchase Microtech products in the U.S.A. or from one of our international distributors, you'll always receive the same high quality products. Our worldwide network of authorized service centers ensures responsive customer support — guaranteed.

Microtech International, Inc.

Headquarters:
East Haven, CT, USA
San Francisco, CA, USA
Europe
Japan
Hong Kong



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203/468-6223 or fax: 203/467-8124.

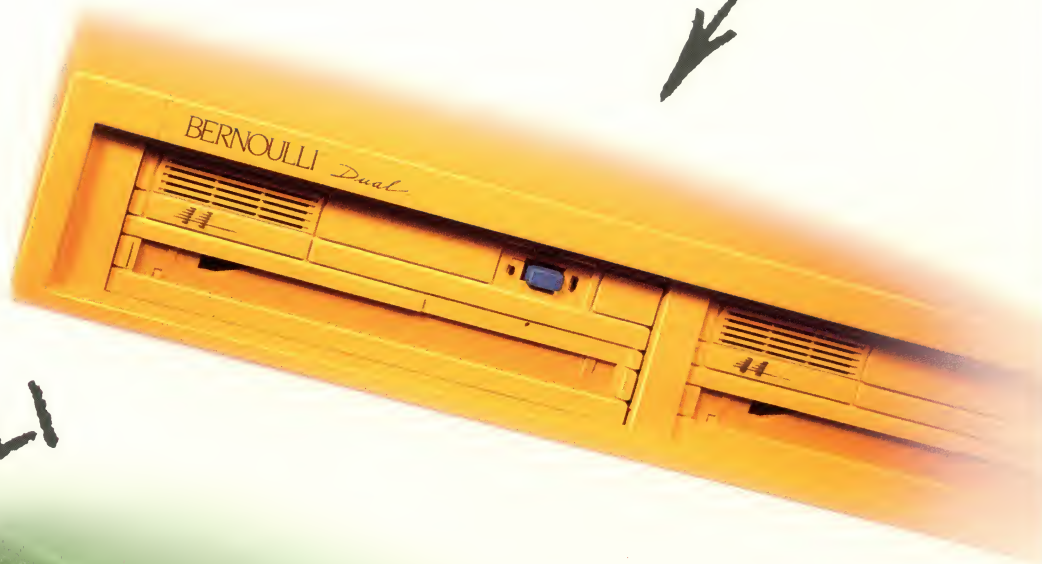


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158 Commerce Street, East Haven, Connecticut USA 06512

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*The five year warranty is offered on hard disk drives and SIMMs sold, delivered and used in the U.S. or Canada. Certain restrictions and exclusions apply. Terms and conditions of the 5 year warranty are available upon request. ©1990 Microtech reserves the right to change specifications without notice.

**INNOVATIVE
STORAGE
SOLUTIONS
FOR THE
MACINTOSH.**



BERNOULLI



MAC II ci

LASERSAFE



IOmega AND BERNOULLI TECHNOLOGY. UNPARALLELED DATA SECURITY FOR OVER A DECADE.



hen Iomega® was formed more than ten years ago, we

set out to manufacture the most advanced removable storage products ever. We accomplished this task by literally turning fixed-disk technology upside down—and the concept of mass storage in the process.

A CLEAR WINNER OVER WINCHESTER.

Patented Bernoulli Technology® “flies” a flexible disk under a stable read/write head. So unlike Winchester technology, it inherently resists “head crash” even under extreme conditions. The disk falls harmlessly away, instead of the head crashing into the disk—a constant risk with fixed drives. And through our refined manufacturing process, we’ve achieved an unprecedented MTBF of 60,000 hours. The bottom line? Your data is safe with Bernoulli®.

Another difference is that Bernoulli’s head-to-disk interface is more precise than a hard disk, allowing up to 30 percent more data per track. The drive does less seeking and more reading/writing per revolution so you get your data quicker. That’s how we get our impressive 22msec effective access time.

RUGGED BERNOULLI DISKS.

Hard disks were not inherently designed for the rigors of removable operation. Bernoulli Disks, on the other hand, were. They utilize a rugged, responsive and long-lasting medium called Barrium Ferrite. Bernoulli Disks are even enclosed in a highly shock-resistant polycarbonate shell, similar to what they use in F-16 canopies, so you can drop them over eight feet (1000Gs) without data loss. We trust our disks so much, we’ve given them an unprecedented Gold Standard Five-year Limited Warranty.

COMMITTED TO REMOVABLE USERS.

Iomega has been around longer than the Macintosh® itself—a market where we spend over a million dollars in R&D each year. So you can feel confident entrusting your data to us. Our customers agree. In fact, over 98 percent would recommend our products to their business associates. That’s probably why they’ve purchased over 625,000 drives and 3,750,000 disks.

NEW UNIVERSALITY.

Iomega features another innovation. With the new Universal Family, all our Mac products, from

the 44MB Transportable and Portable, to the 89MB Dual, can be used with other systems like DOS, OS/2™ and Windows®. All you need is the appropriate interface kit.

What’s more, we’re always developing new removable solutions, like the LaserSafe™ magneto-optical drive. So no matter which Iomega product you choose, you know your data (and budget) has protection for tomorrow.

UNIVERSAL FAMILY FEATURES:

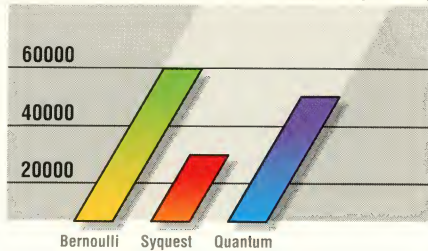
Worldwide Agency Approvals:
UL, FCC Class B, PCCB, VDE, CSA,
TUV, Nemko

External Switches:
SCSI Termination
SCSI ID Selection
110/220 Volt Option

Product Support:
24 Hr. Replacement Program
(Bernoulli Express)
Electronic Bulletin
Free Telephone Support

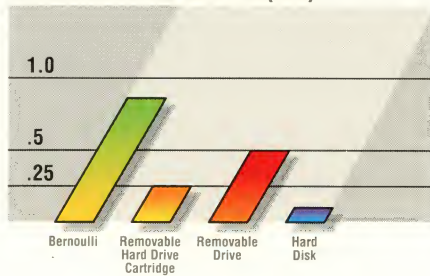


MTBF of different technologies (hours)

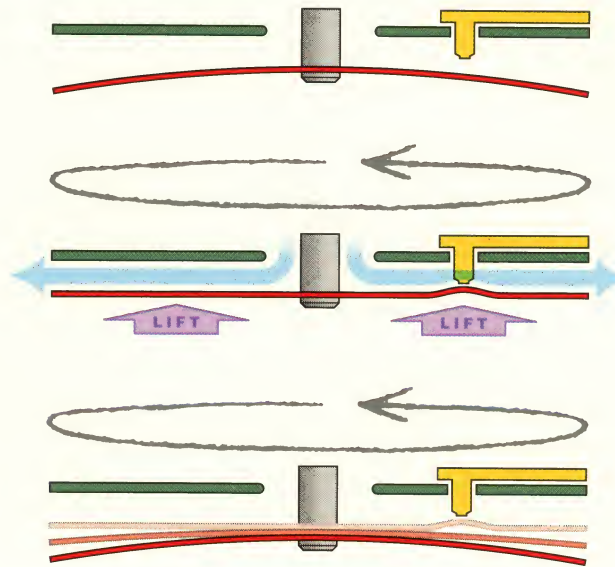


HIGHER IS BETTER.

VIBRATION TOLERANCE (G's)



HIGHER IS BETTER.



Bernoulli's patented design spins a flexible disk at high speed, creating lift which draws it toward the head. (That's the Bernoulli principle in action. The same principle that makes airplanes fly.) Should your system encounter a bump, air impurity, or power-loss, the flexible disk simply falls away from the head. So you get hard-disk performance without the risks.



BERNOULLI. REMOVABLE STORAGE SOLUTIONS YOU CAN COUNT ON.



here's one thing you value most as a Macintosh

user. Data. You use lots of it. And you need it fast. Those are the principles that drive Bernoulli.

THE BERNOULLI TRANSPORTABLE.

The new Transportable is a convenient, AC-powered unit that has the familiar SE footprint. With it, you get all the benefits of removability. Benefits like unlimited growth, and the ability to take your data wherever you want, whenever you want. But you also get everything Bernoulli has to offer, including our proven reliability and ruggedness.

REAL-WORLD PERFORMANCE.

In addition to a quick 22msec effective access time, Bernoulli has outstanding real-world performance. Performance like file duplication, which is a better test than some artificial benchmark, because all three basic elements of a drive are measured. The files are searched, read, and written using the Macintosh's standard operating software, Finder.™

EASY-TO-USE SOFTWARE.

Bernoulli is intuitive, like Mac computing is supposed to be.

Simply drag our driver into your system folder. You get a user-configurable cache setting and a meter that tells the life expectancy of your disks. And with our optional File Exchange software, you can even access your Bernoulli Disks from a PC.

SOPHISTICATED PACKAGING.

As with all of Iomega's Universal products, the Transportable includes many conveniences, like easy-to-reach external switches. And all our products have world-wide agency approvals.

But the Transportable is just the beginning. You can choose the Bernoulli Dual which delivers 89MB of on-line capacity for the ultimate power user, or the battery-powered Portable so you can go cordless. Whichever system you choose, you know you're getting a drive you can count on.

**BERNOULLI
MEANS SECURITY
FOR YOUR DATA™**

THE BERNOULLI ADVANTAGE:

Drive Reliability	Bernoulli	Syquest*
MTBF	60,000 hrs.	30,000 hrs.
Media Reliability		
Media Warranty	5 yrs.	2 yrs.
Drop Height	8 ft.	2.5 ft.
Non-Operating Shock	1,000 Gs	100 Gs
Performance		
Effective Access Time	22 msec.	20 msec.
Transfer Rate	8-12 Mbits/sec.	4.8 Mbits/sec.
Large File Dup. (3)	27 sec.	34 sec.
Small File Dup. (100)	82 sec.	174 sec.
Installed Base		
Drives	625,000	300,000
Media	3,750,000	1,000,000

* Includes Mass Micro, PLI, Ehman.

Moving SCSIs around? You can change settings on a Bernoulli without tearing your machine apart.

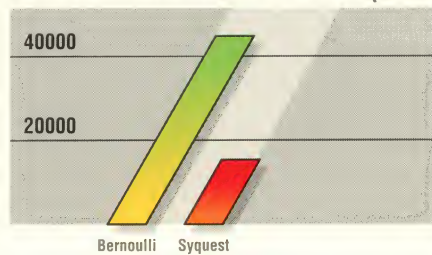
Whether you're in the office or on the road, Bernoulli's high transfer rate, together with an intelligent buffer and user configurable cache, put you in the fast lane.

Our unbeatable MTBF is 60,000 hours—twice that of our competition and 20 percent better than most Winchester drives.

Who says you can't take it with you? Both the Transportable and Portable feature retractable handles that double as desktop stands.

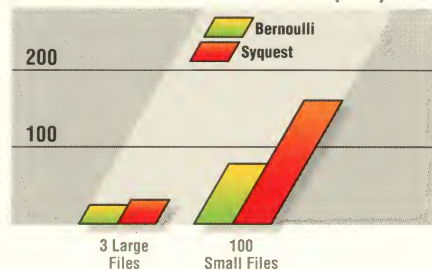


SCSI EVALUATOR PERFORMANCE (KB/sec)



MORE IS BETTER.

DUPLICATION PERFORMANCE (sec)*



* Test data on file; available upon request.

LESS IS BETTER.

BERNOULLI FAMILY SPECIFICATIONS:

Drive	
Form Factor:	5 1/4"
Formatted Capacity:	44.5 MB
Access Time (effective)*:	22 ms
Rotation Speed:	2,027 rpm
Intelligent Buffer:	32 KB
Transfer Rate:	Up to 1.2 Mb/sec
Mean Time Between Failure (MTBF):	60,000 POH
Dimensions (H x W x D):	2.75 in x 9.79 in x 11.8
Power Consumption:	24 W
Operating Shock:	10 G
Operating Temperature:	10° C to 30° C

* Test data on file; available upon request.

*Convenient, external
110/220 voltage
selection gives the
Transportable
international appeal.*

*Bernoulli is truly
Mac-like. Just drag
our driver into your
system folder, the
rest comes natural.*



INTRODUCING THE MAGNETO-OPTICAL DRIVE YOU'VE BEEN WAITING FOR—LASERSAFE.



here's been a lot of talk about optical storage lately,

but the products have been a real let down. With lomega's new LaserSafe, however, there's finally a magneto-optical drive that delivers all the promises.

ADVANCED PERFORMANCE.

In addition to a 256KB, on-board, dual-ported caching system, the LaserSafe utilizes an advanced technique called "asynchronous write." It operates concurrently with your Mac so you can get back to work while the LaserSafe automatically completes the write operation. That can nearly double your throughput. What's more, our Workshop software pushes your data through up to 30 percent faster, with a user-configurable cache and unique data transfer routines. Though not as fast as Bernoulli, LaserSafe sets a new level of performance for magneto-optical.

ASSURING COMPATIBILITY.

You want protection for tomorrow. That's why the LaserSafe is

based on many world-wide standards including ANSI and ISO. This means you can use optical disks from multiple sources. And share data with drives of other manufacturers—an important feature when you're dealing with so much information.

TIME-SAVING SOFTWARE.

The LaserSafe makes you more productive. It's intuitive software lets you partition its 650MB disks for easier file management. And it's the first drive to let you format disks off-line, saving you up to 40 minutes each.

But since it's from the makers of Bernoulli, you also get ten years of removable expertise. So now with the LaserSafe, there's simply no reason to wait any longer for a magneto-optical drive.

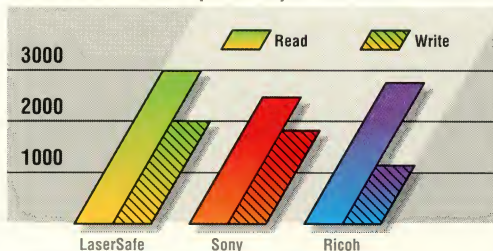
LASERSAFE PRODUCT SPECIFICATIONS:

Capacity:	594/652 MB
Access Time:	66 ms
Transfer Rate:	Up to 1.5 Mb/sec
Data Cache, Dual-Ported:	256 KB
Reliability, MTBF:	> 20,000 POH
Media Life:	10 Years
Dimensions (H x W x D):	4.88 in x 10.32 x 10.93 in
Power Consumption:	< 33 W

The LaserSafe shares Bernoulli's friendly system software and it's the first to let you format disks off-line.

From an embedded SCSI controller to innovative caching, we've implemented many unique ways to make the LaserSafe fast.

SCSI EVALUATOR (KB/sec)



The LaserSafe's removable disks are rugged; each holds 650MB, and you can partition them for easier file management.



TIME HISTORY OF A WRITE OPERATION

Without asynchronous write:



Some time later, when the optical drive finishes erasing and writing, you are finally able to get back to work.

With asynchronous write:



The write operation begins for both Macs.

As soon as the data arrives at the 256KB cache, your Mac is free to go back to work—and you've been more productive.

Are all optical drives built the same? We think not. From the sealed mechanism to world-wide ANSI and ISO approvals, the LaserSafe stands alone.

Our convenient external switches put daisy-chaining and world travel at your fingertips.

Finally, there's a magneto-optical drive you can trust. It's from the world-leader in removable storage.





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60,000 MTBF

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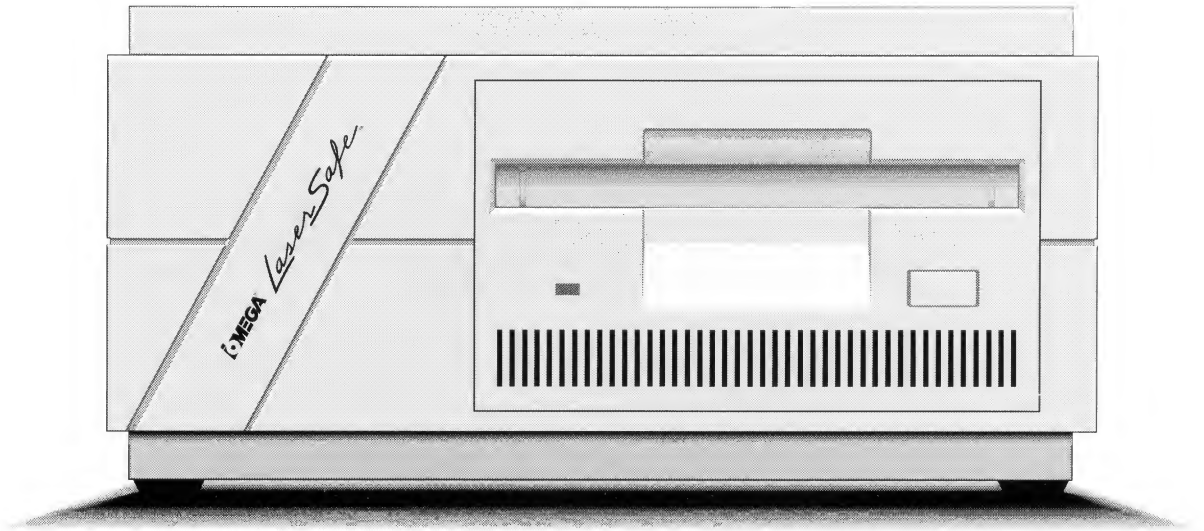


1000GS



LASERSAFE™

The MO You've Been Waiting For!



The LaserSafe is the Magneto-Optical drive from Iomega Corporation, the maker of Bernoulli®. It is a 650MB erasable optical drive, with full ISO compatibility.

While Magneto-Optical drives have been available for sometime, LaserSafe is the first product to provide all the features that people have been waiting for. First, ISO and SCSI compatibility means that LaserSafe can now be used in many of today's SCSI compatible desktop computing solutions, and LaserSafe media can be read/written by ISO compatible drives. In addition, the performance of LaserSafe is a welcome improvement to traditionally slower optical drives. By employing a 256KB dual-ported caching, and asynchronous write techniques, LaserSafe speed is 15% to 50% faster than other optical drives. Off-line formatting, which can take as long as 40 minutes can now be done in the background, freeing the computer for more productive uses. LaserSafe also supports up to ten partitions for faster file management. Best of all, LaserSafe is a member of Iomega's Universal product family, offering worldwide agency approvals, external SCSI, 110/220 volts AC, and termination switches and multiple operating system support.

So why wait any longer?

FEATURES:

- 256K dual-ported intelligent cache
- Off-line formatting
- Sealed internal mechanism
- Support for Macintosh® and OS/2®
- Universal family packaging:
 - external SCSI, 110/220 volts AC, and termination switches
 - world wide agency approval

ADVANTAGES:

- Higher throughput, faster read/write performance
- Rugged design for non-office environments
- Convenient packaging

BENEFITS:

- Transparent operation with Bernoulli or fixed disk
- Easy installation and operation
- High performance system
- Multiple operating environments

LASERSAFE TECHNICAL SPECIFICATION

DISK SUBSYSTEM

Interface	SCSI
Disk Transfer	5.5MB/sec
SCSI Data Transfer Rate	1.4MB/sec
Data Cache, Dual Ported	256KB
Formatted Capacity	594/652MB
Rotational Speed	1,800 RPM
Average Access Time (1/3 Full Stroke Seek Time Plus Latency)	66.7 msec
Disk Diameter	130 mm (5.25 in)

MEDIA

	512B/Sector	1024B/Sector
Formatted Capacity		
Capacity per Side	298MB	326MB
Total Capacity	596MB	652MB
Recording Method	Magneto-Optic (MO)	
Compatible Standard	ISO	

RELIABILITY

MTBF	> 20,000 hours
MTTR	< 30 minutes
Error Rate	less than 1 error in 10^{12} bits
Media Life	10 years

ENVIRONMENTAL CHARACTERISTICS

Installation Position	Horizontal/Vertical (Right Side)	
Power Consumption	< 33 watts	
Weight	6.5 Kg (14.3 lb)	
Dimensions		
Height	124 mm (4.88 in)	
Width	262 mm (10.32 in)	
Depth	277.6 mm (10.93 in)	
Environment	Operating	Storage
Temperature	+10°C to +40°C	-30°C to +60°C
Humidity (non-condensing)	20 to 80% RH	10 to 90% RH
Vibration	.25 g (5-60 Hz)	.5 g (5-100 Hz)
Shock	2 g	40 g

AGENCY APPROVALS

FCC-A, FCC-B, VDE, CSA, TUV, NEMKO

BERNOULLI®



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